

## PLANNING FRAMEWORK

Following the first phase of public involvement, a basic planning framework was derived to help guide the development of the comprehensive plan. The framework was developed in a series of meetings of the Mayor’s Advisory Committee and is illustrated in Figure 5. The five key elements of the approach are: values, vision, mission, goals, and strategies. Performance measures will be used to evaluate the success in achieving the community’s vision.

In building the planning framework, **core values** were identified that best communicate the values or qualities that the Eugene community holds in common in relation to the provision of parks, recreation programs, and open space. All goals and strategies are related to one or more of these core values. From these core values, a **vision** was developed that creates a compelling description of our preferred future and gives us something to work towards. A mission statement was then created to accompany the vision. The purpose of the **mission** is to communicate the approach that staff will take in conducting the business of parks, recreation and open space for the City of Eugene.

The next step in building the comprehensive plan framework was developing a list of community **goals** for parks, recreation, and open space. Thirteen goals emerged that clearly describe the desired outcomes of the comprehensive plan, and they are strongly related to the core values identified early in the process. The framework was completed with the identification of nine categories of **strategies**; these are the actions or policies that will be pursued to achieve the vision.

This chapter describes each of the planning framework components in detail.

### A. Core Values

Core values are the qualities most valued by the Eugene community. These qualities will guide all services provided by the City and are embodied in the goals and strategies for Eugene’s parks, open space, recreation facilities, programs, and services.



*Core values are the qualities most valued by the Eugene community*



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### Core Values

- Health
- Equity
- Community
- Service
- Sustainability



### Health

- Contribute positively to individual and community health—physically, mentally, and emotionally;
- Provide safe, well-maintained environments and opportunities for healthy human development;
- Contribute to overall ecosystem health through preservation and restoration;
- Create beautiful and diverse public spaces; and
- Incorporate art and creative expression into our programs and public spaces.

### Equity

- Provide programs and places that are inclusive of all residents;
- Honor diversity in people, ideas, and values;
- Maximize the accessibility of our services;
- Ensure services are equitably distributed throughout the community; and
- Maximize opportunities by providing affordable services.

### Community

- Build a sense of community;
- Reflect community strengths and values;
- Promote volunteerism and community involvement;
- Pursue, develop, and maintain strong community partnerships;
- Promote leadership within our community and a positive and courageous community vision; and
- Contribute to a healthy community economy.

### Service

- Maintain high accountability to our constituents;
- Provide the highest quality programs and facilities;
- Practice fiscal responsibility and make it a high priority;
- Recognize the value of a competent and committed work force; and
- Seek and support innovative and creative solutions.

### Sustainability

- Pursue a strong understanding of our natural systems;
- Support community stewardship of our built and natural environment; and
- Create a legacy for future generations.



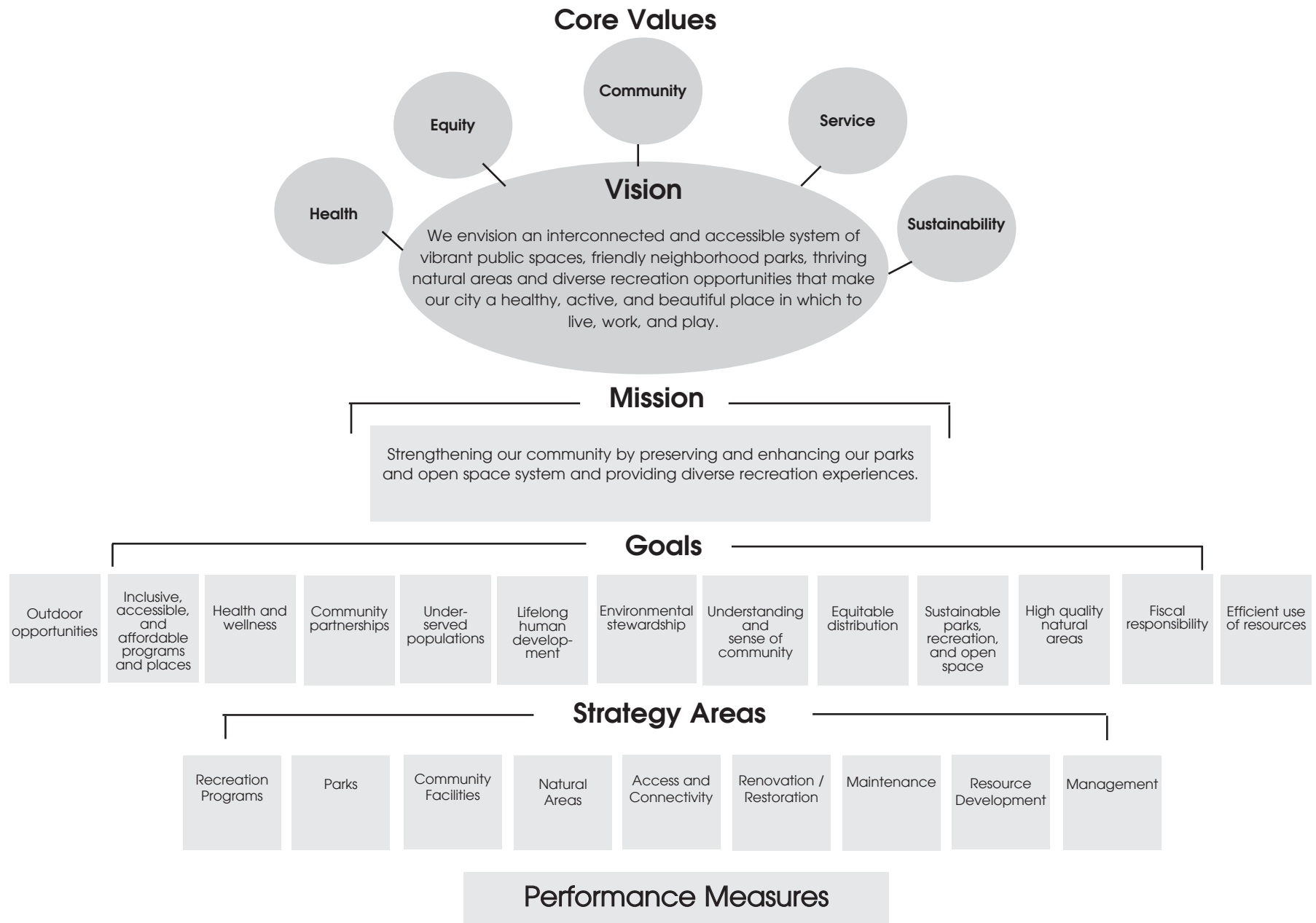


Figure 5: Comprehensive Plan Framework

## B. Vision

The core values shared by the community help create a vision of the community's preferred future. This vision also illustrates a picture of success for the community served by City parks and recreation opportunities. Through the public involvement process, the Steering Committee and the Mayor's Advisory Committee summarized the community's vision:

***We envision an interconnected and accessible system of vibrant public spaces, friendly neighborhood parks, thriving natural areas and diverse recreation opportunities that make our city a healthy, active, and beautiful place in which to live, work, and play.***

## C. Mission

A mission statement, in line with the community's vision, describes the approach City staff will take in conducting the business of parks, recreation, and open space in Eugene. This mission is:

***Strengthening our community by preserving and enhancing our parks and open space system and providing diverse recreation experiences.***

## D. Goals

Goals are the outcomes to be produced by implementing the Comprehensive Plan. Thirteen goals emerged during the comprehensive planning process, reflecting the community's values and vision for the City's future. These goals are:

- **Provide opportunities to enjoy nature and the outdoors:** The City's parks, programs, and facilities make the most of Eugene's unique natural environment and offer opportunities to enjoy nature, view wildlife, and develop a sense of well-being that grows from a deep relationship with nature and a connection to the natural world.
- **Provide inclusive, accessible, and affordable programs and places:** The City of Eugene will provide recreation experiences that meet the needs of our diverse community, including residents of all ages, abilities, and economic and cultural backgrounds. The City will strive to make our programs and facilities geographically, physically, socially, and economically accessible to all members of our community.
- **Support and enhance individual and community health and wellness:** Health and wellness are critical elements of a livable community. Personal health and wellness require opportunities to be physically active, mentally and emotionally recharged, and socially engaged. The City will make Eugene a better place to live, work, and play by



*Thirteen goals emerged during the comprehensive planning process.*



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supporting active lifestyles and providing parks, facilities, programs, and services that contribute to health and wellness.

- **Build a sense of community by developing strong community partnerships:** Strong community partnerships and collaborations in service delivery not only bring additional resources to parks and recreation, but they also enhance community ownership and stewardship of parks, programs, and services. The City of Eugene will continue to cultivate strong, positive relationships with public, private, and non-profit organizations to unite community efforts in acquiring, developing, maintaining, and programming parks, open space, and recreation facilities.
- **Identify underserved populations and provide outreach to engage diverse community members:** The City of Eugene will recognize community members who are typically underserved by City parks, facilities, and programs and explore methods to effectively involve people from diverse cultures and other groups that are currently under-served.
- **Promote lifelong human development through a range of recreation opportunities:** Opportunities for growth and learning are essential to lifelong human development. The City of Eugene will promote human development for all ages by creating opportunities for recreation, play, discovery, enrichment, and learning.
- **Build environmental stewardship through environmental education, outdoor recreation, and volunteer opportunities:** Stewardship of our existing parks, open spaces, and environmental resources will be a community priority for all of Eugene. The City of Eugene will promote an environmental ethic of preservation, conservation, and sustainability through opportunities for volunteerism, environmental education, and outdoor recreation.
- **Promote human understanding and a sense of community through cultural opportunities:** The City will strive to foster an inclusive community by honoring and celebrating people of all cultures. The City of Eugene is committed to hiring bilingual/bicultural staff, highlighting diversity and cultural competence in our staff training, and creating programs and community facilities that raise awareness of diverse cultural traditions.
- **Distribute parks, open space and recreation services equitably throughout the community:** Equitably and conveniently dispersed parks, facilities, and open spaces can promote neighborhood identity, foster community pride, and strengthen ties in the community by providing convenient opportunities for play and recreation. The City of Eugene will provide parks, community centers, open space, and programs and services throughout the city.
- **Build and maintain sustainable parks, recreation, and open space infrastructure:** The City of Eugene will create and manage recreation and leisure services with an eye to the future. Parks, recreation facilities, and open space will be managed,



maintained, and/or developed in an economically and environmentally-responsible manner which reflects the City's full life cycle management perspective.

- **Protect and enhance diverse, healthy, and interconnected ecosystems:** The City will protect and restore Eugene's natural areas, preserving and enhancing important natural resources, diverse habitats, waterways, and wetlands. The City will seek to develop an interconnected system of parks and open space, acquiring missing links and parcels that are contiguous to other open spaces to provide maximum benefits to wildlife and for recreation.
- **Make fiscal responsibility a high priority:** The City of Eugene will make fiscal responsibility, accountability, and long-term financial stability a high priority in order to provide high-quality programs and facilities at affordable costs now and in the future, and to make the best use of limited public funds.
- **Ensure the efficient use of resources:** The City will consider all community resources, including people, materials, partnerships, and financial resources, to support parks, recreation, and open space. The City of Eugene will develop effective resource management strategies that maximize the benefit provided to the community.



## E. Strategy Areas

Strategies are the methods, resources, processes, and systems the City will deploy to achieve our community's vision and goals. Strategies were developed in the nine categories described below:

- **Recreation Programs:** Offer recreation programs and services that respond to residents' needs, strengthen families and the community, and encourage healthy lifestyles. The City will offer programs in the following areas: seniors, youth and family, outdoor/environmental programs, adaptive recreation, athletics, aquatics, Hult Center/Cuthbert, and volunteer programs.
- **Parks:** Provide neighborhood, community, metropolitan and linear parks and urban plazas to support the community's recreation needs, to serve all areas in the community, to balance active and passive uses, and to protect the City's natural resources.
- **Community Facilities:** Provide community facilities that support a wide variety of activities, create community gathering places, enhance community pride, and reflect community diversity.
- **Natural Areas:** Provide natural area parks that protect and enhance significant natural resources and provide opportunities for environmental education and outdoor recreation.
- **Access and Connectivity:** Ensure connectivity of parks, recreation,

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### Strategy Areas

- Recreation Programs
- Parks
- Community Facilities
- Natural Areas
- Access and Connectivity
- Renovation/Restoration
- Maintenance
- Resource Development
- Management

and open space facilities by providing trails, bike paths, linkages, and transit connectors, and by minimizing barriers for people with and without disabilities.

- **Renovation/Restoration:** Upgrade and revitalize existing parks, open space and recreation facilities to protect existing investments, restore natural areas, enhance user safety and accessibility, expand recreation opportunities, and maximize efficiency for maintenance and operations.
- **Maintenance:** Maintain parks, recreation facilities, and natural areas in an efficient and economical manner to protect them as a long-term investment and to support recreation activities, emphasizing public safety and best management practices.
- **Resource Development:** Identify new and existing sources of funding, cultivate opportunities for business and community partnerships, increase volunteer and community involvement, and utilize all resources efficiently to maximize the benefit provided to the community.
- **Management:** Coordinate administration, maintenance, planning and design, public information, program marketing, and public involvement to maximize the benefit provided to the community.

Detailed strategies are described in Chapter 4.

### F. Performance Measures

To evaluate plan implementation, performance measures tied to the goals noted in this chapter are presented in Chapter 6.

